Claims

 An axial, adjustable tie-down stretch cord terminus, having a first side and a second side opposite from said first side, comprising a one-piece molded plastic body including:

a generally circular hook with a transverse axis, said hook defining a first end of said terminus; and

a cord receiving stem integrally attached to said hook and defining a second end of said terminus, said stem having a cord receiving bore, extending from said second end, with a longitudinal axis and a diameter suitable to receive a stretch cord with which said terminus is to be used;

an extension of said longitudinal axis being within a predetermined distance of said transverse axis, said predetermined distance being less than said diameter;

said hook opening at said first side of said terminus;

said stem having a cord passage extending outwardly from said bore, a distance from said second end, on said second side of said terminus; and

a cord-gripping cleat formed in said second side of said stem and opening into said cord passage, the inner edge of said cleat communicating with said bore so that cords passing through said bore and said passage may be pulled at least partially from said passage into said cleat, thereby force directed away from said terminus in a cleated cord will be transferred to said hook along a line within said predetermined distance of said transverse axis.

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- 2. A terminus according to claim 1 wherein: the wall of said bore is flat on either side of said cleat.
- A terminus according to claim 1 wherein: said longitudinal axis is on said first side of said transverse axis.
- 4. A terminus according to claim 1 wherein:
 there being a land on the second side of said cleat to adjust
 the thickness of said cleat.